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NEWS
Indianapolis, Indiana
August 23, 1962

SMOKERS IGNORE CANCER WARNING

Special to The News

BLOOMINGTON, Ind.—"Absolute zero."

According to a Muncie pathologist, this is the result of the American Cancer Society's educational program to get people to stop, or at least cut down, smoking.

"Smoking does cause cancer of the lungs," Dr. Lall G. Montgomery of the Ball Memorial Hospital told an Indiana University school and community health workshop yesterday, "and we have evidence to prove it."

Yet many tobacco companies reported record sales in 1961, he added. "We cannot get people to stop smoking."

The pathologist suggested an alternative is to keep them from ever starting.

Recent efforts to carry the message into the nation's high schools met with discouraging results, he noted, for "a shocking number of high school pupils already are smoking."

NEWS-FREE-PRESS
Chattanooga, Tennessee
August 24, 1962

Anti-Smoking Drive Termed Unsuccessful

BLOOMINGTON, Ind. (UPI) — A pathologist says the American Cancer Society's educational program against smoking has been completely ineffective.

Dr. Lall G. Montgomery of Ball Memorial Hospital at Muncie, Ind., told a community health workshop yesterday that many tobacco companies reported record sales last year.

"We cannot get people to stop smoking," he said, although he said smoking "does cause cancer of the lungs and we have evidence to prove it."

Montgomery said an alternative to getting people to stop smoking is to keep them from ever starting. But he said efforts to carry this message into high schools were discouraging because "a shocking number of high school students already are smoking."

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Source: https://www.industrydocuments.ucsf.edu/docs/xxyk0000